



Handbuch Online-Kommunikation (German Edition)

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Das Themenspektrum reicht von den Grundlagen computervermittelter Kommunikation (interpersonale, Gruppen- und öffentliche Kommunikation), über ökonomische, ethische und politische Fragen wie Regulierung und Kontrolle des Internets, sowie seine Verbreitung, Nutzung und Wirkung. Weitere Beiträge befassen sich mit Öffentlichkeit und Journalismus online, kulturellen und sozialpsychologischen Aspekten, Online-Werbung und -PR, Gesundheitskommunikation, E-Learning und Wissensmanagement sowie Online-Spielen. Ein Überblick über Methoden der Online-Forschung sowie die wichtigsten Datenquellen und Standarduntersuchungen rundet das Werk ab.

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